RETAIL NEWS

Red Wing Shoe Company • volume twenty three, April 2009

RED WING SHOES® SHOVEL READY

Red Wing Helps You Get Shovel-Ready

Just in time for the upswing in the summer work season and the new stimulus package project activity, Red Wing Shoes is introducing a new Shovel-Ready promotion to help Red Wing retailers build sales. The recently passed government stimulus package was designed to fund state and local shovel–ready construction projects and, more importantly, get Americans back to work. Red Wing wants to help you compete for your share of this shovel-ready business.

We've developed a complete Shovel-Ready local advertising and point-of-sale program for your store. The free kit includes newspaper and radio ads, postcards and in-store point-of-sale materials. Your advertising programs using these materials will be eligible for 100% co-op reimbursement.

The promotion will include a Shovel-Ready contest on redwingshoes.com, creating our own stimulus offer for contest entrants. We will be awarding a free pair of Red Wing boots every day for 100 days. The contest website address is **shovelreadyboots.com**. Entrants will receive a $10 off coupon redeemable for the purchase of a pair of Red Wing boots. Coupon redemption costs are the responsibility of the participating retailer.

To order a FREE Shovel-Ready promotional kit via RedEdge beginning on 5/01/09 (click the Shovel-Ready icon on the RedEdge home page) or contact the Red Wing Customer Service Dept. at 1-800-328-9453 and request a Shovel-Ready promotional kit (Item # 94337).
Note: All company owned stores will be automatically shipped the Shovel-Ready materials and will not need to order on RedEdge.

RedEdge instructions:

- Go to www.redwingshoes.com
- Select "for our dealers"
- Select "RedEdge"
- Enter username and password (Both are your 7 digit account #)
- View and order materials

See page 3 for more Shovel-Ready program news!

CONTENTS

Company Updates
Shovel Ready Ad Campaign.....1

Product News
Red Wing Workwear Introduction.....2

Marketing Updates
New Safety Website Launched.....2
Shovel Ready Special Make-Ups.....3
Shovel Ready Selling Programs.....3
Media Library Updates.....3
Made in USA Signage Reminder.....3
Email Address Update Reminder.....3

© 2009 Red Wing Shoe Company

PRODUCT NEWS

Red Wing Introduces Workwear for the International Oil and Gas Industry

For more than 20 years Red Wing Shoe Company has offered a limited number of oil and gas industry-specific garments to international customers. We will be formally launching a more robust product offering in 2009. This new offering represents a significant expansion in the number and type of garments available from Red Wing. Importantly for the oil and gas industry, many of these work wear garments are rated as Flame Retardant (FR) and Antistatic in accordance with European and international standards. They feature Daletec®, Brevano™, Nomex® and other fabric choices. "We have been hearing a consistent message from our international oil and gas customers. They want a head-to-toe solution from Red Wing," said Tito Warren, Director, Global Sales & Distribution. "Our new PPE garment initiative is designed to address our customers' needs."

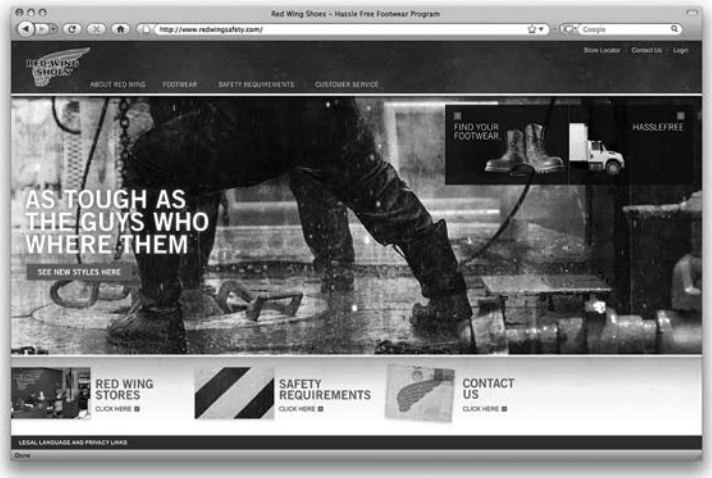
The offering includes flame-retardant garments along with work wear safety accessories. When combined with our global distribution network supplying the world-wide oil and gas industry with work boots, Red Wing now offers complete head-to-toe, anywhere-in-the-world safety apparel solutions for global oil and gas producers. Of course, it's all tied together by the Red Wing brand. Just like with Red Wing Shoes, our passion for excellence and unwavering commitment to quality construction are built into every Red Wing industrial workwear garment. "This is one of the most exciting new initiatives we've undertaken in some time," said Bill Sweasy, Chairman and CEO. "Providing a complete safety solution to our gas and oil customers has been one of my top priorities."

The program will have three global operations centers located in Europe, the Middle East and the U.S., with each designed to serve customers based in these global hubs. These three facilities will provide warehouse and servicing support for the new garment business. The U.S. operations center will be located in Houston, Texas. The Houston operations center is scheduled to open in September, 2009 with the remaining two facilities coming on-line in the 4th quarter. The Houston center will be a direct-to-industry operation and will not sell garments to local Red Wing retailers at this time.

Red Wing Industrial Workwear will be introduced at the Offshore Technology Conference (OTC), taking place May 4-7th in Houston.

MARKETING UPDATES

New Red Wing Safety Website Launched



Red Wing recently launched a new website targeted at the industrial safety shoe market. The site contains a more robust safety shoe search capability, industrial footwear program information and other valuable help for industrial footwear choosers. Please visit the new site at **redwingsafety.com**.

New Red Wing Brand Shovel-Ready Special Make-Ups Offered

Red Wing Shoes is offering a limited collection of Shovel-Ready boots. The six styles feature world famous Red Wing quality and comfort at very attractive wholesale prices. The boots are the perfect solution to help you build retail traffic. In this new economic environment, consumers are looking for value. The boots are made-to-order and quantities are limited. Orders will be filled on a first-come, first-served basis. To learn more about Red Wing's Shovel-Ready boots, contact your Red Wing Brands of America sales representative or call customer service at 1.800.328.9453.

Shovel-Ready Selling Programs Announced

Your Red Wing Brands of America sales representative has a number of Shovel-Ready selling programs to help your store's profitability. The programs are designed to coincide with our Shovel-Ready advertising program. The programs are designed to provide enhanced terms and freight offers on in-line products with the added flexibility of regional customization. Your sales representative will be contacting you soon to explain how you can qualify for the programs.

Media Library Updates:

We have recently completed updates to our on-line media library tool. Media library is an online media asset management system. On the site you'll find our brand logos, product photography and our advertising materials. New items on the site include four color action photos, suitable for use in your advertising or in-store promotion efforts. The site is now easier to search and download materials. You find the site in the dealer section at

redwingshoes.com

Made in USA Signage Reminder

Due to some Red Wing branded products now being sourced off-shore, Red Wing retailers can no longer use Red Wing Shoes brand signage that carries the Made in the USA reference. As you know, all Red Wing footwear is clearly labeled as to its country of origin. We ask that you help in this effort to make sure your customers are not confused about this issue. We would ask that you review all of your interior and exterior signs and make sure you are in compliance. Signs that carry the reference must be removed. Only those Red Wing products that are labeled as Made in the USA can be displayed on slat wall shelving carrying this description. Please look carefully at all Red Wing branded materials (floor mats, clocks, etc.) to make sure you are in compliance. Your Red Wing sales representative has been instructed to help you with this task. New slat wall shelves, clocks, floor mats, etc. are in stock and eligible for 50% co-op reimbursement. Please contact Red Wing Customer Service to order your replacement signage.

Do We Have Your Current Email Address?

Have you provided Red Wing customer service with your current store contact email address? If you haven't done so or you changed your address, we would encourage you to call 1-800-328-9453 and share your email address. Having your email address will allow us to more efficiently communicate news and updates to benefit our mutual businesses.

Red Wing Shoe Company, Inc.
314 Main Street
Red Wing, MN 55066-2337

First Class
Presorted
U.S. Postage
PAID
Chaska, MN
Permit #125